



WTIC-TV

## ORDER

Print Date 08/07/12

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Flight Dates 08/08/12-08/14/12

Contract / Revision 378057 /

Original Date / Revision  
08/07/12 08/07/12

Advertiser Patriot Majority USA

Agency Waterfront Strategies

Buying Contact

3050 K St NW  
Washington, DC 20007

Product

PATRIOT MAJORITY USA

Agency Com 15%

Billing Contact

3050 K St NW  
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1570

Alt Order # 06266754

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 03

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 8% Market Value 142500

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	32%	45600
4WVIT	27%	38475
5WTNH	33%	47025
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	54	\$9,690.00	\$11,400.00	0.00	07/30/12	08/14/12	54	\$9,690.00	\$11,400.00
Totals	54	\$9,690.00	\$11,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	08/08/12	08/10/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	-- WTF--	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-- WTF--		2		\$150.00		0.00					
E 2	61	08/08/12	08/10/12	M-F News at Ten News at Ten	CM	10p-11p	-- WTF--	:30	2	\$1,200.00	03	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-- WTF--		2		\$1,200.00		0.00					
E 3	61	08/08/12	08/10/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	-- WTF--	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-- WTF--		2		\$150.00		0.00					
E 4	61	08/08/12	08/10/12	M-F 11a-1130a M-F 11a-1130a	CM	11a-1130a	-- WTF--	:30	3	\$150.00	03	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-- WTF--		3		\$150.00		0.00					
E 5	61	08/08/12	08/10/12		CM	1130a-12p	-- WTF--	:30	2	\$150.00	03	0.00	NM	2	\$300.00



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Contract / Revision **378057** Flight Dates **08/08/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/07/12

Order Sep 00:15:00

Advertiser **Patriot Majority USA**Product **PATRIOT MAJORITY USA** Estimate # **1570**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1130a-12p											
				M-F 1130a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	2		\$150.00		0.00						
E 6	61	08/08/12	08/10/12	M-F 12p-1p	CM	12p-1p	--WTF--	:30	2	\$150.00	03	0.00	NM	2	\$300.00
				M-F 12p-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	2		\$150.00		0.00						
E 7	61	08/08/12	08/10/12	M-F 3p-4p	CM	3p-4p	--WTF--	:30	2	\$200.00	03	0.00	NM	2	\$400.00
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	2		\$200.00		0.00						
E 8	61	08/08/12	08/10/12	M-F 4p-5pm	CM	4p-5p	--WTF--	:30	4	\$225.00	03	0.00	NM	4	\$900.00
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	4		\$225.00		0.00						
E 9	61	08/08/12	08/10/12	M-F 5p-6p	CM	5p-6p	--WTF--	:30	4	\$275.00	03	0.00	NM	4	\$1,100.00
				M-F 5p-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	4		\$275.00		0.00						
E 10	61	08/08/12	08/10/12	M-F 6a-7a	CM	6a-7a	--WTF--	:30	4	\$150.00	03	0.00	NM	4	\$600.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	4		\$150.00		0.00						
E 11	61	08/08/12	08/10/12	M-F 8a-9a	CM	8a-9a	--WTF--	:30	4	\$200.00	03	0.00	NM	4	\$800.00
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	4		\$200.00		0.00						
E 12	61	08/08/12	08/10/12	M-F 9a-10a	CM	9a-10a	--WTF--	:30	4	\$125.00	03	0.00	NM	4	\$500.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	4		\$125.00		0.00						
E 13	61	08/11/12	08/12/12	Sa/Su 7a-9a Weekend	CM	7a-9a	-----SS	:30	2	\$100.00	03	0.00	NM	2	\$200.00
				Sa/Su 7a-9am Weekend I											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----SS	2		\$100.00		0.00						
E 14	61	08/13/12	08/13/12	M-F 1p-2p	CM	1p-2p	1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
				M-F 1p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	1-----	1		\$150.00		0.00						
E 15	61	08/13/12	08/14/12	M-F 10a-11a	CM	10a-11a	MT-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$150.00		0.00						
E 16	61	08/13/12	08/14/12	M-F 11a-1130a	CM	11a-1130a	MT-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
				M-F 11a-1130a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$150.00		0.00						
E 17	61	08/13/12	08/14/12	M-F 1130a-12p	CM	1130a-12p	MT-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
				M-F 1130a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **378057** Flight Dates **08/08/12-08/14/12**

Hiatus Dates

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Order Sep 00:15:00

Advertiser **Patriot Majority USA**Product **PATRIOT MAJORITY USA** Estimate # **1570**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	61	08/13/12	08/14/12	M-F 1130a-12p M-F 1130a-12p	CM	1130a-12p	MT-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$150.00		0.00			
E 18	61	08/13/12	08/13/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$150.00		0.00			
E 19	61	08/13/12	08/13/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$200.00		0.00			
E 20	61	08/13/12	08/13/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$225.00	03	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$225.00		0.00			
E 21	61	08/13/12	08/13/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$275.00	03	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$275.00		0.00			
E 22	61	08/13/12	08/14/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MT-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$150.00		0.00			
E 23	61	08/13/12	08/14/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MT-----	:30	2	\$200.00	03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$200.00		0.00			
E 24	61	08/13/12	08/14/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MT-----	:30	2	\$125.00	03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$125.00		0.00			
Totals														54	\$11,400.00